

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

FEBRUARY
1ST 1922





Will the impression you make last night—

Enhance the light of the sun to-morrow?

Complexions—Night and Noon

Alas! say women can look pretty at night, but only perfect, natural skin can face the glare of noon.

A custom skin, healthy and glowing, is the very foundation of clear—and every woman can have one. And no beauty can stay; but the natural is a thoroughly clear skin.

Good complexion calls for soap

Resisting cleanliness requires not only a clear surface, but also thoroughly-cleaned pores. Such cleanliness calls for soap.

Day, oil and perspiration clog the skin. So then powder—in these ranges. At least once daily this complexion should be removed. The best time is at night. Then for hours of sleep the skin has a chance to breathe.

Without such cleansing, glands and pores become enlarged and irritated. These lesions are avoided. Skin becomes more. Blackheads and blotches may follow.

Must be done with lather

The cleansing must be done with soap. There is no substitute. One must form lather into the pores.

Made in Canada

PALMOLIVE

using a gentle massage. When that is passed out, the skin and all come with it.

A bathing lather needed

The study has been to produce a lather, creamy lather. A lather that makes white it cleans. A lather which leaves the skin soft.

To do this modern science has gone back to methods of ages gone by. It employs a blend of pine and olive oils. Not as Cleopatra used them, but prepared in modern ways. In Palmolive soap their natural skin is perfectly combined. As a facial cleanser the world has never found anything better. And it probably never will.

Palmolive cleans the skin with a gentle and soothing condition. It leaves the skin in glowing, fresh condition. In daily use it is the foundation of skin beauty. In every application between the skin and the most beautiful skin of the age.

If the skin is very dry, apply cold cream before and after washing. The soap will make a bathing lather. Rub a gently into the pores. Rub out with warm water, then apply a dash of cold water as a rinse. Then you have done the skin, beyond good food, fresh air and exercise, no less easily like skin.

Why the low price

We bring you of this skin, clear and fresh skin. They are the richest and the best skin a hand may ever require. For this skin is soft, a low price. The reason for this low price is that we have no Palmolive, but we offer to many people the best in place of our company's rivals.

The Palmolive Company of Canada, Limited
MONTREAL TORONTO WINDSOR
Manufacturers of a Complete Line of Toilet Articles

Depot: 415-417, The Victoria Hotel, Toronto, Canada. 1926



Suggested for \$3.00 per year

There are many ways to get a good skin. But the best way is to use Palmolive. It is the only soap that will make a lather. It is the only soap that will make a lather. It is the only soap that will make a lather.

REO

Standardize on Reos

Every consideration of dependability, economy, ease of operation, and Peace of Ownership dictates that you standardize your entire motorcar equipment—both passenger and commercial—on one make.

The unprecedented completeness of the new Reo line, which embraces not only all popular types of passenger models, but also that wonderful Spotted Wagon, indisputably suggests that you Standardize on Reos.

Recently two more reasons have appeared—that New Reo Light Seven, and the New "Business Coupe".

Like all Reo Passenger models, these are mounted on Six Cylinder Chassis.

That Incomparable Six—the Six of Sixty Supermodels"—is ideal for exclusive car service as well as for open models—for it is as silent as it is powerful.

Now that you may have a Seven passenger Reo, there is no reason why you should drive a larger or more expensive car in your home district.

There is a Reo for every possible kind of service—social, professional and commercial.

And such is the quality, such the beauty of design and of finish, such the reputation of the product—there is a Peace of Ownership in the possession of a Reo of Reo, that irresistibly appeals to the consumer.

In the ranks of Business, hundreds of owners have found that there is a wonderful degree of satisfaction, and a marked increase in efficiency, in the policy of "Standardizing on Reos".

There are now supplementing their fleets of Spotted Wagons with Business Coupes to increase the range and efficiency of salesmen, collectors, inspectors, etc.

See the new Reo Line. Its completeness and scope will surprise you.

Then—Standardize on Reos. Economy in operating—satisfaction supreme.

Reo Motor Car Co., of Canada, Ltd.,
St. Catharines, Ontario



New Light Seven



New Six Passenger Sedan



New Business Coupe



Spotted Wagon



Spotted Wagon



**ARROW
COLLARS
AND SHIRTS**
FOR EVERY
FORMAL OCCASION

Arrow Collars & Shirts Co., New York, N.Y.

MACLEAN'S

PUBLISHED WEEKLY
On the First and Fifteenth of Each Month
1200 KEELE MACLEAN BUILDING
S. T. HURTER, Publisher, N. Y. STREET, Second Floor

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MACLEAN BUILDING

THE MACLEAN PUBLISHING COMPANY LIMITED
1200 KEELE MACLEAN BUILDING, N. Y. STREET

FOR SUBSCRIPTIONS, ADVERTISEMENTS, AND ALL OTHER BUSINESS, APPLY TO THE PUBLISHERS

MACLEAN BUILDING, N. Y. STREET, TORONTO

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Wilful Destruction

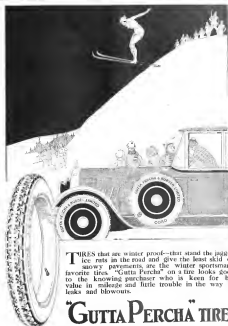


YOUR tires are being put so wilfully destroyed
A when you run them, and lose proper air pressure.
The air pressure may be faster but under-
inflation is just as deadly.
Don't guess at tire inflation. Adopt the one
SURE method. Use a

Schrader's Universal Tire Pressure Gauge

and know that your tires are properly inflated.
Tires do not stay in shape and wear out prematurely without
the right air.

At all dealers, everywhere
A. SCHRADER'S SON, INC.,
200 King St. East, Toronto



TIRES that are winter proof—that stand the jagged
ice ruts in the road and give the least skid on
snowy pavements, are the winter sportsman's
favorite tires. "Gutta Percha" on a tire looks good
to the knowing purchaser who is keen for big
value in mileage and little trouble in the way of
leaks and blowouts.

"GUTTA PERCHA" TIRES

One practical proof of the superiority of "Gutta Percha" Card Tires is that motorists
who have run the scale of different tires, seeking maximum service, have given the
"Gutta Percha" Tire their repeat order.

"Gutta Percha" Card Tires will be the vogue for 1922. Be in the fashion make it
"G.P." Cards on all four wheels.

Gutta Percha & Rubber Limited, Head Offices and Factory, Toronto

Branches in all leading Canadian cities

Classified Advertising

20 Cents per Word per Issue

Those who Classified Ads—The McLellan's is the only magazine in the world that publishes classified advertising. It is the only magazine in the world that publishes classified advertising. It is the only magazine in the world that publishes classified advertising.

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Prejudice Retards Women

Advances in Examinations But Fail at Men's Work, Says Englishman

LONDON (Daily Mail)

Women's progress in the world is retarded by prejudice, says an Englishman, who points out that women are not given the same opportunities as men in the world of work. He says that women are not given the same opportunities as men in the world of work. He says that women are not given the same opportunities as men in the world of work.

The "Boo-man" Is Dead

His Parents No Longer Rule Their Children With Fear

CHARLES WINTHROP

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A New MULTIGRAPH at a New Price



The Multigraph that prints 100 copies in 10 minutes. It is the only machine that prints 100 copies in 10 minutes. It is the only machine that prints 100 copies in 10 minutes.



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Meets the Smallest Needs of Business — Pays for Itself Out of What It Earns and Saves

For a Little More You Get the Multigraph Printer. A pen-ink attachment, specially designed to go with the New Multigraph, costs but \$20.00 additional. You need not be a printer to use it. It is simple, easy to use, and reliable. It is simple and easy to use. It is simple and easy to use.

It's a Real MULTIGRAPH. We have been preparing for years to build a Multigraph for the use of those who do not have the money to buy a Multigraph. We have been preparing for years to build a Multigraph for the use of those who do not have the money to buy a Multigraph.





THE MULTIGRAPH

MAN WILL SHOW YOU HOW THE MULTIGRAPH PAYS FOR ITSELF FASTER THAN YOU PAY FOR IT

When the possibilities of the Multigraph are considered, this price is almost absurdly low. For the first time, the cost of the Multigraph is less than the cost of the machine that it will do the work of. The cost of the machine that it will do the work of.

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THE MULTIGRAPH SALES CO., Limited
41 Bay Street
Toronto, Ont., Canada

Name _____

Street _____

Telephone _____

City _____

State _____

Country _____



A Van Commers Truck with platform body

STREET motor truck with its loading top down, a vehicle is not merely a vehicle, merely a means of transport. But in the eyes of the Commers Truck, it is a vehicle that can do more than transport. It can be a delivery truck, a sales truck, a service truck, a truck that can do anything you want it to do. It is a truck that can be a truck that can do anything you want it to do. It is a truck that can be a truck that can do anything you want it to do.

Exclusively Agent for
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COMMER TRUCKS

COMMERCIAL CARS LIMITED

117 Dundas Street, Toronto

General Truck and Sales Office, Windsor

Barber - Ellis FRENCH ORGANDIE

It's used by nearly
everybody. Look
after skin therapy

It's used by nearly
everybody. Look
after skin therapy



FRENCH ORGANDIE

THE FINEST OF THE FINEST
AND THE MOST EFFECTIVE



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AND THE MOST EFFECTIVE



MAYBE ADAM LAUGHED AT THESE

The Cuckoo Henhouse—Old Adam—
Says he was never so happy as when he was
a young man. He was a young man.

And a Boy Said—What—Yes, what
is a good man?—
Fishes—One who will never change
the mind he has made—
—Adam

And the Girl Said—What—Yes, what
is a good man?—
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Brightens the Kitchen

Your cabinet and table require frequent and thorough cleaning. Old Dutch keeps them clean and spotless with little time and work. Does not scratch the surface nor harm the hands.

Economical—Thorough—Sanitary

MADE IN CANADA



In Old Times or New



*The ultimate choice of
the PRUdents housewife*

What fabric so delicate, yet so serviceable as cotton?

—so dainty, yet so simple and unpretentious?

—so inexpensive, yet so lasting?

The best cottons are
PRUE COTTONS.

Made by Canadians in Canada

DOMINION TEXTILE COMPANY LIMITED
MONTREAL TORONTO WINNIPEG